

UTAH COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	456,073	475,425	501,447	5.5%	2
Total Non-Ag Employment	167,954	176,835	186,782	5.6%	2
Non-Ag Avg Monthly Wage	\$2,423	\$2,572	\$2,657	3.3%	12
Per Capita Income	\$21,576	\$21,964	\$22,906	4.3%	24
Unemployment Rate*	4.0%	2.8%	2.4%	-14.3%	15
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$620.1	\$633.6	\$728.2	14.9%	2
Travel & Tourism Related Employment	10,093	10,008	10,403	3.9%	2
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$22.2	\$22.9	\$22.5	-1.7%	2
Transient Room Tax	\$998.6	\$1,219.8	\$1,558.3	27.8%	4
Restaurant Tax	\$3,288.1	\$3,044.6	\$3,739.9	22.8%	2
Car Rental Tax	\$538.4	\$641.1	\$676.2	5.5%	2
Gross Taxable Retail Sales (millions)	\$5,432.3	\$6,410.0	\$6,713.2	4.7%	2
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	22,237,963	21,557,646	22,045,233	2.3%	
Skier Days at Utah Resorts	3,895,578	4,062,188	4,249,190	4.6%	
Wasatch Mountain S.P.	915,963	412,283	246,226	-40.3%	
Thanksgiving Point	1,200,000	1,450,000	1,600,000	10.3%	
Deer Creek S.P.	209,149	355,003	326,038	-8.2%	
Utah Lake S.P.	252,565	265,271	270,836	2.1%	
Jordanelle S.P. (2 Locations)	235,145	198,592	310,348	56.3%	
Timpanogos Cave N.M.	105,012	106,870	114,737	7.4%	
Veterans' Memorial S.P.	NA	NA	NA	NA	
Camp Floyd S.P.	15,422	15,850	15,018	-5.2%	

* Several Counties have identical Unemployment Rates

r = revised

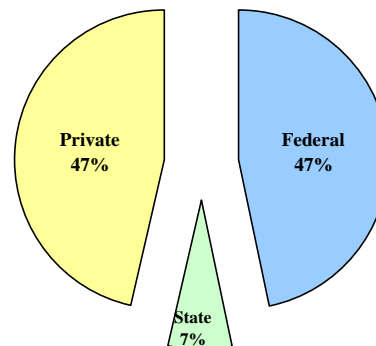
Land Ownership - 2007	No. of Acres	% Total
Total Acres in County	1,276,055	100.0%
Federal Government	596,571	46.8%
BLM	103,279	8.1%
US Forest Service	477,397	37.4%
National Park Service	235	0.0%
National Wildlife Service	--	--
Other •	15,660	1.2%
State Government	91,446	7.2%
Utah State Parks & Recreation	147	0.0%
Utah State Wildlife Reserves	42,705	3.3%
State Trust Lands	46,577	3.7%
Other ••	2,017	0.2%
American Indian	--	--
Private*	592,306	46.4%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2007



Utah County Tourism Profile

